

## ORDER



Orders Order / Rev: 160919  
 Alt Order #: 06225070  
 Product Desc: WI SEN  
 Estimate: 2768  
 Flight Dates: 08/07/12 - 08/13/12  
 Original Date / Rev: 08/08/12 / 08/08/12  
 Order Type: GENERAL

WDJT-TV-LP  
 Primary AE: Matthew Norten  
 Sales Office: HDC  
 Sales Region: NAT

Agency Name: Natl Med. Res Planning & Placement  
 Buying Contact: Ben Angle  
 Billing Contact: 815 Slaters Lane  
Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Poli/E. Hovde/R/Sen/WI  
 Demographic: A35-64  
 Product Codes: PL Candidate  
 Priority: LUR  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

Bill Plan	Start Date	End Date	# Spots	Gross Amount	Net Amount
	07/30/12	08/13/12	59	\$15,295.00	\$13,000.75

Totals	Month	# Spots	Gross Amount	Net Amount	Rating
	August 2012	59	\$15,295.00	\$13,000.75	0.00
	Totals	59	\$15,295.00	\$13,000.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	11%	\$15,295.00
Market	100%	\$139,045.45

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	27%	\$37,542.27
WITI	21%	\$29,199.55
WMLW-	3%	\$4,171.36
WPXE	0%	\$0.00
WTMJ	37%	\$51,446.82
WVTV	1%	\$1,390.45
WY TU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	08/10/12	08/10/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	----1--		1			\$500.00		0.00				
2	WDJT	08/10/12	08/10/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$125.00	LUR	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	----1--		1			\$125.00		0.00				

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25	WDJT	08/09/12	08/09/12	Wheel of Fortune	630p-QM		M-F	630p-7p	---1---	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
630p-7p/Wheel																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					---1---				1	\$500.00	0.00							
26	WDJT	08/07/12	08/07/12	M - SU Late News		CM	10p - 1035p		-1-----	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
M-Su 10p-1035p																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$500.00	0.00							
27	WDJT	08/07/12	08/07/12	Letterman	1035p-1135p	CM	1035p-1135p		-1-----	:30	1	\$175.00	P-2	0.00	NM		1	\$175.00
Letterman 1035p-1135p																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$175.00	0.00							
28	WDJT	08/07/12	08/07/12	Dr. Phil	4p-5p	CM	4p-5p		-1-----	:30	1	\$100.00	LUR	0.00	NM		1	\$100.00
Dr. Phil 4p-5p																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$100.00	0.00							
29	WDJT	08/07/12	08/07/12	CBS58 Nws	5p M-Sa/530M		5-530p/530-6p		-1-----	:30	1	\$50.00	LUR	0.00	NM		1	\$50.00
CBS58 Nws 5p M-Sa/530p Su																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$50.00	0.00							
30	WDJT	08/07/12	08/07/12	Jeopardy	6p-630p	CM	M-F 6p-630p		-1-----	:30	1	\$200.00	LUR	0.00	NM		1	\$200.00
6p-630p/Jeopardy																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$200.00	0.00							
31	WDJT	08/07/12	08/07/12	Wheel of Fortune	630p-QM		M-F 630p-7p		-1-----	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
630p-7p/Wheel																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$500.00	0.00							
32	WDJT	08/07/12	08/07/12	Tu 7p - 8p		CM	Tu 7p - 8p		-1-----	:30	1	\$350.00	LUR	0.00	NM		1	\$350.00
NCIS																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					-1-----				1	\$350.00	0.00							
33	WDJT	08/08/12	08/08/12	M - SU Late News		CM	10p - 1035p		--1----	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
M-Su 10p-1035p																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$500.00	0.00							
34	WDJT	08/08/12	08/08/12	Price Is Right	10a-11a	CM	10a - 11a		--1----	:30	1	\$125.00	LUR	0.00	NM		1	\$125.00
Price is Right 10a-11a																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$125.00	0.00							
35	WDJT	08/08/12	08/08/12	Letterman	1035p-1135p	CM	1035p-1135p		--1----	:30	1	\$175.00	P-2	0.00	NM		1	\$175.00
Letterman 1035p-1135p																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$175.00	0.00							
36	WDJT	08/08/12	08/08/12	Dr. Phil	4p-5p	CM	4p-5p		--1----	:30	1	\$100.00	LUR	0.00	NM		1	\$100.00
Dr. Phil 4p-5p																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$100.00	0.00							
37	WDJT	08/08/12	08/08/12	CBS58 Nws	5p M-Sa/530M		5-530p/530-6p		--1----	:30	1	\$50.00	LUR	0.00	NM		1	\$50.00
CBS58 Nws 5p M-Sa/530p Su																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$50.00	0.00							
38	WDJT	08/08/12	08/08/12	Jeopardy	6p-630p	CM	M-F 6p-630p		--1----	:30	1	\$200.00	LUR	0.00	NM		1	\$200.00
6p-630p/Jeopardy																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$200.00	0.00							
39	WDJT	08/08/12	08/08/12	Wheel of Fortune	630p-QM		M-F 630p-7p		--1----	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
630p-7p/Wheel																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/06/12																		
					--1----				1	\$500.00	0.00							

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N53	WDJT	08/11/12	08/11/12	Sa 7p - 8p NYC 22	CM	7p - 8p	-----S-	:30	1	\$175.00	LUR	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$175.00		0.00			
N54	WDJT	08/12/12	08/12/12	Su 8p - 9p Criminal Minds	CM	8p-9p	-----S	:30	1	\$400.00	LUR	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$400.00		0.00			
N55	WDJT	08/12/12	08/12/12	Su 9p - 10p Mentalist	CM	9p-10p	-----S	:30	1	\$350.00	LUR	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$350.00		0.00			
Totals														59	\$15,295.00